

We claim:

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1. A system for providing a customized, personal care product to a consumer at a location remote from a second location in which a personal care product base composition is prepared, comprising:

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- (a) providing a selection from a plurality of said personal care base compositions;

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- (b) providing a selection from a plurality of variants from a first class of performance agents, each of said variants being delivered in a first vehicle, said first vehicle for each of said variants having at least two ingredients in common with each other, said first vehicle being compatible with a mixture of said personal care base composition and a second class of performance agents different from the first class;

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- (c) providing a selection from a plurality of variants of said second class of a performance agents, each of said variants being delivered in a second vehicle, said second vehicle for each of said variants having at least two ingredients in common with each other;

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- (d) permitting the consumer to select, in any sequence, said at least one personal care base composition; at least one variant from said first class of performance agents; and at least one variant from said second class of performance agents;

- (e) dosing, in a predetermined sequence, the consumer selected personal care base composition and performance agents into a container to form a personal care product; and

- (f) mixing said personal care product until the product is uniform.

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2. The method of claim 1 wherein said second vehicle for each variant has at least three ingredients in common.

3. The method of claim 1 wherein a sufficient quantity of a blank composition is dosed in said container, in substitution for at least one performance agent, whereby the final concentration of base product ingredients in said personal care composition is adjusted to be substantially equal to that of a final product where no substitution of said performance agents was made.
4. The method of claim 3 wherein said blank composition has at least two ingredients in common with any one of said performance agents.
5. The method of claim 1 wherein said customized personal care product is selected from a body wash, a body lotion a body mist spray, a hydroalcoholic toner, a facial cleansing gel, a hand cleanser, a hair shampoo, a hair conditioner, a face lotion, a deodorant, a bar soap, a bath foam, and bath salts.
6. The method of claim 1 wherein a customized label is applied to the container identifying the product and only the components of the base formula and dosed performance agents contained therein.
7. The method of claim 1 wherein said first class of performance agents are fragrances.
8. The method of claim 7 wherein each of said fragrances contain a solvent and at least one preservative in common with each other.
9. The method of claim 8 wherein said solvent is selected from water, a monohydric alcohol, a polyhydric alcohol, or a blend thereof.

10. The method of claim 8 wherein said preservatives are selected from DMDM Hydantoin, Iodopropynyl Butylcarbamate, polyaminocarboxylic acid chelates or salts thereof, and phosphonate chelates.
- 5 11. The method of claim 7 wherein at least one fragrance selection has a plurality of scent intensity levels selectable by the consumer.
12. The method of claim 1 wherein said performance agents are selected from a fragrance, a colorant, and a benefit agent.
- 10 13. The method of claim 1 wherein said second class of performance agents are benefit agents.
14. The method of claim 13 wherein at least one benefit selection has a plurality
15 of benefit intensity levels selectable by the consumer.
15. The method of claim 2 wherein said second vehicle's common ingredients include a solvent, a solubilizing agent, and a preservative.
- 20 16. The method of claim 14 wherein said solvent is selected from water, a monohydric alcohol, a polyhydric alcohol, or a blend thereof.
17. The method of claim 14 wherein said solubilizing agent is selected from at least one of a polyethylene glycol ether of a fatty alcohol, a polyethylene
25 glycol ether of hydrogenated castor oil, a polyethylene glycol derivative of a sorbitan ester, propylene glycol, a polysorbate, a glycerol ester, a polyethylene glycol derivative of a glycerol ester, an alkyl phosphate and an alkyl sulfate.

18. The method of claim 14 wherein said preservatives are selected from DMDM Hydantoin, Iodopropynyl Butylcarbamate, polyaminocarboxylic chelates, and phosphonate chelates.

5 19. The method of claim 1, comprising dosing a third class of performance agent different from said first and second class of performance agent, said third class of performance agent having at least two ingredients in common with at least one of said first and second class of performance agents; said third class of performance agent being compatible with said product base, and said
10 first and second class of performance agents.

20. The method of claim 6 wherein the label contains a code capable of tracking the identity of both the product and the consumer for later reference.

15 21. The method of claim 20 wherein the code is in the form of a machine scannable bar code.

22. The method of claim 1 where said container has a volume under about 1 liter.

20 23. The method of claim 22 wherein said container has a neck; a plug is inserted in said container's neck after said container has been filled to a level below said neck; said plugged neck is then capped; said plug occupying at least 50% of the volume of said neck to improve mixing efficiency when said container's contents are blended by a mixing device while said container is
25 situated in a position substantially inverted from its filling position.

24. The method of claim 22 wherein said container has a neck; a cap without an orifice is used to cap said container to improve mixing efficiency when said container's contents are blended by a mixing device while said container is
30 situated in a position substantially inverted from its filling position.

25. The method of claim 1 wherein said container is agitated while its major axis is positioned at an angle greater than 10 degrees from the vertical.

26. The method of claim 1 wherein said angle is greater than 30 degrees from the vertical.

27. The method of claim 1 wherein said personal care product base has a viscosity in the range of about 0.9 to 100,000 cps at 25 C.

28. The method of claim 1 wherein said product base's viscosity is in the range of about 0.9 to 30,000 cps at 25 C.

29. The method of claim 1 wherein said second location is a retail location.